SOP: Content Strategy Development and Approval Workflow

This SOP details the **content strategy development and approval workflow**, encompassing the planning, creation, review, and final approval stages of content production. It ensures alignment with business goals, consistency in messaging, and quality control through clearly defined roles and responsibilities. The process includes ideation, content calendar management, draft submissions, stakeholder feedback, revision cycles, and formal sign-off to streamline effective content delivery and maintain brand integrity.

1. Purpose

To standardize the workflow for developing, reviewing, and approving content strategies and assets, ensuring consistent quality and alignment with organizational objectives.

2. Scope

This SOP applies to all departments and personnel involved in the company's content strategy and production process.

3. Roles and Responsibilities

Role	Responsibility
Content Strategist	Leads ideation, drafts strategy, maintains content calendar, primary point for revisions.
Content Creator	Produces content drafts per brief and guidelines.
Editor	Reviews drafts for clarity, consistency, and style; ensures quality standards.
Stakeholder(s)	Provides feedback based on business goals and target audience needs.
Approver (Manager/Director)	Final sign-off on strategy and content before publication or launch.

4. Workflow Steps

1. **Ideation & Strategy Development**
   - Content Strategist gathers input from stakeholders, reviews analytics, and identifies content needs.
   - Document content objectives, target audience, key messages, and measurement criteria.
2. **Content Calendar Management**
   - Establish a content calendar with publication dates, channels, and responsible parties.
   - Share calendar with all stakeholders for visibility and alignment.
3. **Content Creation**
   - Content Creators draft assets in line with the approved strategy.
   - Drafts are submitted to the Editor for initial review.
4. **Editorial Review**
   - Editor checks for alignment, accuracy, compliance with guidelines, and overall quality.
   - Feedback and required edits are sent back to the Content Creator.
5. **Stakeholder Review**
   - Drafts are shared with relevant stakeholders for business, legal, or brand feedback.
   - Collect, consolidate, and communicate feedback to Content Strategist/Creator.
6. **Revision Cycle**
   - Content Creator and Editor revise drafts based on feedback.
   - Repeat the review process as needed (typically limited to 2-3 cycles).
7. **Final Approval & Sign-off**
   - Final content and strategy are submitted to Approver for review and sign-off.
   - Approved content is scheduled for publication or distribution according to the content calendar.

5. Documentation & Records

- Maintain records of all strategy documents, feedback, revisions, and approval communications.
- Content calendar and approval checklists must be archived for audit and reference.

6. Quality Assurance

- Periodic reviews of workflow efficiency and quality standards by management.
- Adjust process based on feedback and performance metrics.

7. Appendix

- Content Brief Template
- Content Calendar Example
- Approval Checklist